

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP SEP17/12 09.46
CHANGES *** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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100	100	100

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

	CLASS: NATL.	LOCAL	REGIONAL
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(C)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP17/12	09.46
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NEW TTL \$112,050
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT

[illegible]

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AGENCY ADVERTISER CODE = AGENCY EST# = 79
AGENCY PRODUCT CODE =

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6	5	900A-1000A	30	\$550.00	9/12	9/14	2	W-E	2
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PROGRAM : TODAY SHOW2
CON COM1: TODAY SHOW2

39	S	630P-700P	30	\$2,500.00	9/16	0	SUN
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PROGRAM : NEWS 630P SUN
CON COM1: NEWS 630P SUN

REP HEADLINE# 6310758 TRF# E:120911
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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SEP/12 112050.00

CONTRACT TOTAL 112050.00
TOTAL SPOTS 112

MARKET TOTALS \$525,649 WFLA 20% WFTS 21% WTSP 31% WTVT 17% WTOG 1% WTTA 1% WMOR 2%
WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 770 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	112050	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	. / . / 79	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est./PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney 4 President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
41	M-F 1p Days Of Our Lives MTWTFSS	13		30 Comme	1		1	
Weekly Totals: Total Spots(Ord Spots)					1		1	

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 6a News ..WTF..	03	700	30 Comme	6		6	4200
2	M-F 6a News MT.....	03	700	30 Comme		4	4	2800
3	M-F 7a Today Show MT.....	03	900	30 Comme		4	4	3600
Weekly Totals: Total Spots(Ord Spots)					74	40	114	
Open PR					-2		-2	-3050

Ref	Sales Product Details	Rev Type			Rate	Spot Type		09/10	09/17	Total	Cost
4	M-F 7a Today Show ..WTF..	03			900	30 Comme	Nbr of Spots	6		6	5400
5	M-F 9a Today Show II MT.....	03			550	30 Comme	Nbr of Spots		2	2	1100
6	M-F 9a Today Show II ..WTF..	03			550	30 Comme	Nbr of Spots	2		2	1100
							Nbr of Spots	1		1	550
							Open Pre-Empted	-1		-1	-550
7	M-F 12p Today Show III MT.....	03			200	30 Comme	Nbr of Spots		2	2	400
8	M-F 12p Today Show III ..WTF..	03			200	30 Comme	Nbr of Spots	3		3	600
9	M-F 1p Days Of Our Lives MT.....	03			400	30 Comme	Nbr of Spots		2	2	800
10	M-F 1p Days Of Our Lives ..WTF..	03			400	30 Comme	Nbr of Spots	3		3	1200
11	M-F 2p Rachael Ray MT.....	03			250	30 Comme	Nbr of Spots		2	2	500
12	M-F 2p Rachael Ray ..WTF..	03			250	30 Comme	Nbr of Spots	3		3	750
13	M-F 3p Doctors ..WTF..	03			450	30 Comme	Nbr of Spots	3		3	1350
14	M-F 3p Doctors MT.....	03			450	30 Comme	Nbr of Spots		2	2	900
15	M-F 5p News ..WTF..	03			900	30 Comme	Nbr of Spots	3		3	2700
16	M-F 5p News MT.....	03			900	30 Comme	Nbr of Spots		2	2	1800
17	M-F 530p News ..WTF..	03			900	30 Comme	Nbr of Spots	6		6	5400
18	M-F 530p News MT.....	03			900	30 Comme	Nbr of Spots		4	4	3600
19	M-F 6p News ..WTF..	03			1200	30 Comme	Nbr of Spots	6		6	7200
20	M-F 6p News MT.....	03			1200	30 Comme	Nbr of Spots		4	4	4800
21	M-F 7p News ..WTF..	03			1000	30 Comme	Nbr of Spots	6		6	6000
22	M-F 7p News MT.....	03			1000	30 Comme	Nbr of Spots		4	4	4000
Weekly Totals: Total Spots(Ord Spots)								74	40	114	
Open PR								-2		-2	-3050

Ref	Sales Product Details	Rev Type		Rate	Spot Type		09/10	09/17	Total	Cost
23	M-F 730p Entertainment Tonight MT.....	03		1000	30 Comme	Nbr of Spots		2	2	2000
24	M-F 730p Entertainment Tonight ..WTF..	03		1000	30 Comme	Nbr of Spots	3		3	3000
25	M-Su 11p News MT.....	03		1250	30 Comme	Nbr of Spots		4	4	5000
26	M-Su 11p News ..WTF..	03		1250	30 Comme	Nbr of Spots	6		6	7500
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03		650	30 Comme	Nbr of Spots		2	2	1300
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03		650	30 Comme	Nbr of Spots	3		3	1950
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03		3000	30 Comme	Nbr of Spots	1		1	3000
30	Sat 7a Today ShowS.	03		500	30 Comme	Nbr of Spots	2		2	1000
31	Sat 9a NewsS.	03		300	30 Comme	Nbr of Spots	1		1	300
32	Sat 6p NewsS.	03		700	30 Comme	Nbr of Spots	1		1	700
33	Sat 7p Entertainment TonightS.	03		650	30 Comme	Nbr of Spots	1		1	650
34	Sun 8a Today ShowS.	03		500	30 Comme	Nbr of Spots	1		1	500
35	Sun 9a NewsS.	03		300	30 Comme	Nbr of Spots	1		1	300
36	Sun 10a Meet The PressS.	02		1400	30 Comme	Nbr of Spots	1		1	1400
37	Sun 6p NewsS.	03		750	30 Comme	Nbr of Spots	1		1	750
38	Sun 630p ET / 530p CT NBC Nightly NewsS.	03		2500	30 Comme	Nbr of Spots	1		1	2500
39	Sat 630p ET / 530p CT NBC Nightly NewsS.	02		2500	30 Comme	Nbr of Spots	1		1	2500
40	Sun 815p ET / 715p CT NBC Sunday Night FootballS.	03		10000	30 Comme	Nbr of Spots	2		2	20000
Weekly Totals: (Total Spots(Ord Spots))							74	40	114	
Open PR							-2		-2	-3050

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
Weekly Totals:					Total Spots(Ord Spots)			
					74	40	114	
					Open PR	-2	-2	-3050

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
6	M-F 9a Today Show II	:30 Commercial	09/10/12	Open Pre Emption	550.00		0000000000	E:120911031
38	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Open Pre Emption	2,500.00		0000000000	E:120911031

Grand Totals

		Month 9 Weeks: 5	
		09/10	09/17
Totals		115	75
Spots			40
Cost		115100	82500
			32600

Grand Totals:	Spots:	115
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Gross Total:	112,050.00
Commission:	16,807.50
Net Total:	95,242.50

ADV # _____ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID
 138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915
 ORDER # _____ CONTRACT # 6310758 CLASS: NATL. _____ LOCAL _____ REGIONAL _____
 PRDCT ROMNEY FOR PRESIDENT EST#79 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP12/12 SEP18/12 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP13/12 08.27

REP: REVISION
 RATE CHANGE LN'S 33 AND 40
 NEW TTL \$115,100
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ROMNEY FOR PRESIDENT

9/13

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	R		200P-300P	30		\$250.00	9/17	9/18	2		M-TU	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 79												
33	R		630P-700P	30		\$2,500.00	9/15	9/15	1		SAT	1
PROGRAM : NEWS 630P SAT CON COM1: NEWS 630P SAT												

6/14/12 FCC

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

40	R		815P-1130P	30		10000.00	9/16	9/16	2		SUN	2
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PROGRAM : SUN FTBL
 CON COM1: SUN FTBL

SEP/12 115100.00
 CONTRACT TOTAL 115100.00
 TOTAL SPOTS 114

MARKET TOTALS \$525,649 WFLA 20% WFTS 21% WTSP 31% WTVT 17% WTOG 1% WTTA 1% WMOR 2%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 765 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	112050	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	.1.179	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est./PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	6	6	4200
2	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots	4	4	2800
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
5	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
6	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	2	2	1100
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
8	M-F 12p Today Show III	03	200	30 Comme	Nbr of Spots	3	3	600
Weekly Totals: Total Spots(Ord Spots)					74	40	114	
Open PR					-2		-2	-3050

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 765 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	112050	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	1. /79	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est./PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
9	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3	3	1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
14	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
15	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
16	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
17	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
18	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600

Weekly Totals: Total Spots(Ord Spots)

Open PR	-2	40	114	-3050
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American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 765 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	112050	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	1 / 79	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est/PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
19	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	6	6	7200
20	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
21	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	6	6	6000
22	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots	4	4	4000
23	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots	2	2	2000
24	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	3	3	3000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	4	4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	6	6	7500
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	2	2	1300
28	M-F 1135p ET / 1035p CT Tonight Show	03	650	30	Nbr of Spots	3	3	1950

Weekly Totals: Total Spots(Ord Spots)

Open PR	74	40	114	-3050
	-2		-2	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 765 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US
Submission Cost: 112050
Campaign Ref: E:120911031
Buyer: US
Client/Product/Estimate: . / . / 79
Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12
Weeks: 2
Order Ref: 06310758
Est./PO Number: 06310758
Business Type: POLITICAL
Associated Copies: No
Contract type: Political
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
29	..WTF.. Fri 10p ET / 9p CT Dateline NBC FridayF..	03	3000	30 Comme	Nbr of Spots	1	1	3000
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	1000
31	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	300
32	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1	1	700
33	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots	1	1	650
34	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	500
35	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
36	Sun 10a Meet The PressS	02	1400	30 Comme	Nbr of Spots	1	1	1400
37	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
38	Sun 630p ET / 530p CT NBC Nightly News	03	2500	30	Nbr of Spots	1	1	2500
Weekly Totals: Total Spots(Ord Spots)					74	40	114	
Open PR					-2		-2	-3050

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 765 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 112050	Campaign Ref: E:120911031
Buyer: US	Client/Product/Estimate: . / 179	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 063107568
Est./PO Number: 063107568	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
39	Sat 630p ET / 530p CT NBC Nightly NewsS.S.	02	2500	30 Comme	Open Pre-Emption	-1	-1	-2500
				Nbr of Spots	1		1	2500
40	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme	Nbr of Spots	2	2	20000
Weekly Totals: Total Spots(Ord Spots)					74	40	114	
Open PR					-2		-2	-3050

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
6	M-F 9a Today Show II	:30 Commercial	09/10/12	Open Pre Emption	550.00		0000000000	E:120911031
38	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	09/10/12	Open Pre Emption	2,500.00		0000000000	E:120911031

Grand Totals				Month 9 Weeks: 5			
Totals				09/10	09/17		
Spots				114	74		
Cost				115100	82500		

Grand Totals:	Spots: 114
	Gross Total: 112,050.00

Commission:	16,807.50
Net Total:	<u>95,242.50</u>

SEP11/12 11.31
*** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

BEVERLY, MA 01915

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	ROMNEY FOR PRESIDENT	EST#79	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES SEP12/12 SEP18/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEPT 11/12	11.3
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REP: NEW ORDER

TTL \$103,850@114X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS

AGENCY ADVERTISER CODE = AGENCY EST# = 79
AGENCY PRODUCT CODE =

600A-700A	30	\$700.00	9/12	9/14	6	W-F	6
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PROGRAM : TODAY 6A
CON COM1 : TODAY 6A

2	600A-700A	30	\$700.00	9/17	9/18	4	M-TU	4
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PROGRAM : TODAY 6A
CON COM1: TODAY 6A

700A-900A	30	\$900.00	9/17	9/18	4	M-TU	4
3							

PROGRAM : TODAY SHOW
CON COM1 : TODAY SHOW

SEP 11/12 11.31
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/12	9/14	6		W-F	6
5			900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$550.00	9/17	9/18	2		M-TU	2
6			900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$550.00	9/12	9/14	3		W-F	3
7			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	9/17	9/18	2		M-TU	2
8			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$200.00	9/12	9/14	3		W-F	3
9			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$400.00	9/17	9/18	2		M-TU	2
10			100P-200P PROGRAM : DAYS OUR LIVES CON COM1: DAYS OUR LIVES	30		\$400.00	9/12	9/14	3		W-F	3
11			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	9/17	9/18	2		M-TU	2
12			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	9/12	9/14	3		W-F	3

REP HEADLINE# 6310758
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP11/12 11.31
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/12	9/14	3		W-F	3
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/17	9/18	2		M-TU	2
15			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$900.00	9/12	9/14	3		W-F	3
16			500P-530P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$900.00	9/17	9/18	2		M-TU	2
17			530P-600P PROGRAM : NEWS 5P CON COM1: NEWS 5P	30		\$900.00	9/12	9/14	6		W-F	6
18			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$900.00	9/17	9/18	4		M-TU	4
19			600P-630P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$1,200.00	9/12	9/14	6		W-F	6
20			600P-630P PROGRAM : NEWS 6P CON COM1: NEWS 6P	30		\$1,200.00	9/17	9/18	4		M-TU	4
21			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$1,000.00	9/12	9/14	6		W-F	6

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP11/12 11.31
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			700P-730P PROGRAM : NEWS 7P CON COM1: NEWS 7P	30		\$1,000.00	9/17	9/18	4		M-TU	4
23			730P-800P PROGRAM : ET CON COM1: ET	30		\$1,000.00	9/17	9/18	2		M-TU	2
24			730P-800P PROGRAM : ET CON COM1: ET	30		\$1,000.00	9/12	9/14	3		W-F	3
25			1100P-1130P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$1,250.00	9/17	9/18	4		M-TU	4
26			1100P-1130P PROGRAM : NEWS 11P CON COM1: NEWS 11P	30		\$1,250.00	9/12	9/14	6		W-F	6
27			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	9/17	9/18	2		M-TU	2
28			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$650.00	9/12	9/14	3		W-F	3
29			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/14	9/14	1		FRI	1
30			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	9/15	9/15	2		SAT	2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			900A-1000A PROGRAM : NEWS 9A SAT CON COM1: NEWS 9A SAT	30		\$300.00	9/15	9/15	1		SAT	1
32			600P-630P PROGRAM : NEWS 6P SAT CON COM1: NEWS 6P SAT	30		\$700.00	9/15	9/15	1		SAT	1
33			630P-700P PROGRAM : NEWS 630P SAT CON COM1: NEWS 630P SAT	30		\$1,250.00	9/15	9/15	1		SAT	1
34			700P-800P PROGRAM : ET 60 SAT CON COM1: ET 60 SAT	30		\$650.00	9/15	9/15	1		SAT	1
35			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	9/16	9/16	1		SUN	1
36			900A-1000A PROGRAM : NEWS 9A SUN CON COM1: NEWS 9A SUN	30		\$300.00	9/16	9/16	1		SUN	1
37			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$1,400.00	9/16	9/16	1		SUN	1
38			600P-630P PROGRAM : NEWS 6P SUN CON COM1: NEWS 6P SUN	30		\$750.00	9/16	9/16	1		SUN	1
39			630P-700P PROGRAM : NEWS 630P SUN CON COM1: NEWS 630P SUN	30		\$2,500.00	9/16	9/16	1		SUN	1

add 2 needed

REP HEADLINE# 6310758
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP11/12 11.31
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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40			815P-1130P	30		\$5,000.00	9/16	9/16	2		SUN	2
PROGRAM : SUN FTBL CON COM1: SUN FTBL												

CONTRACT TOTAL 103850.00
 TOTAL SPOTS 114

Level 2 primary

SEP/12 103850.00

MARKET TOTALS \$525,649 WFLA 20% WFTS 21% WTSP 31% WTVT 17% WTOG 1% WTTA 1% WMOR 2%
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 92600	Campaign Ref: E:120911031
Buyer: ..	Client/Product/Estimate: . / 79	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06310758
Est./PO Number: 06310758	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Romney For President	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots 6		6	4200
2	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots 4	4	4	2800
3	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots 6	4	4	3600
4	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots 2		2	1800
5	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots 3	2	2	1100
6	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots 3		3	1650
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots 2		2	400
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots 3		3	600
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots 71	2	2	800
Weekly Totals: Total Spots(Ord Spots)					71	40	111	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8868

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	92600	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	. / /79	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est/PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	3		1200
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2		500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3		750
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3		1350
14	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2		900
15	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3		2700
16	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2		1800
17	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	6		5400
18	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	4		3600
19	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	5		7200
Weekly Totals: Total Spots(Ord Spots)					71	40	111	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	92600	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	. / 179	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est./PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
21	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	6	6	6000
22	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots	4	4	4000
23	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots	2	2	2000
24	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	3	3	3000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	4	4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	6	6	7500
27	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots	2	2	1300
28	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	3	3	1950
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
Weekly Totals: Total Spots(Ord Spots)					71	40	111	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	92600	Campaign Ref:	E:120911031
Buyer:	US	Client/Product/Estimate:	. / 179	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/10/12 to 09/23/12	Weeks:	2	Order Ref:	06310758
Est./PO Number:	06310758	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots 2		2	1000
31	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots 1		1	300
32	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots 1		1	700
33	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots 1		1	650
34	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots 1		1	500
35	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots 1		1	300
36	Sun 10a Meet The PressS	02	1400	30 Comme	Nbr of Spots 1		1	1400
37	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1		1	750
38	Sun 630p ET / 530p CT NBC Nightly NewsS	03	2500	30 Comme	Nbr of Spots 1		1	2500
Weekly Totals: Total Spots(Ord Spots)					71	40	111	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	111	71	40
Cost	92600	60000	32600

Grand Totals:

Spots:	111
Gross Total:	92,600.00
Commission:	13,890.00
Net Total:	78,710.00